

**ABSTRACT**

A method of business for sending a customized gift package to a recipient comprises offering a plurality of customized gift package options to a user and receiving a selected gift package option from a user, offering a plurality of gift options to a user and receiving a selected gift option from a user, and transferring the information corresponding to the selected gift package option and the selected gift option to at least one point of distribution for assembly and shipping of a customized gift package comprising the selected gift package option and the selected gift option.